

EXECUTIVE SUMMARY

The Housing Element for the City of Chula Vista is an element of the City's General Plan. It covers the period beginning July 1, 1999 to June 30, 2004.

Background Information

Chula Vista is the second largest municipality in San Diego County with a population of 166,945 residents. The City covers approximately 50 square miles along the San Diego Bay and surrounded by National City, the City of San Diego, and the unincorporated area. Two major north-south freeways, I-5 and I-805 traverse Chula Vista. The area west of the I-805, "western Chula Vista" is built-up and characterized by well-established neighborhoods with primarily infill and redevelopment residential construction activity. The developing "eastern area" is comprised of large vacant tracts constituent to several master planned communities in various stages of approval and implementation.

Needs Assessment

According to SANDAG's Preliminary 2020 Cities/County Forecast, Chula Vista is expected to gain 46,000 new residents and 13,801 new households. The characteristics of the City's population, housing, and employment that affect its housing goals, policies, and programs include:

Population/Household Characteristics

- Chula Vista residents have household income and age characteristics that nearly match the regional median.
- The population has more diversity in race/ethnicity than the region, in that 44 percent of the population is white (non-Hispanic) and 42 percent is Hispanic (all races), this compares to 61 percent and 23 percent respectively.
- Household size is slightly larger than the region, at 3.0 persons per household for Chula Vista, compared to 2.83 persons per household for the region.

Land Use Characteristics

- A large supply of vacant developable land is planned for communities with a wide variety of densities and land use types.
- The well-established neighborhoods and master planned neighborhoods create different opportunities and require a different set of policies and programs to address housing needs.

Employment Characteristics

- The City's diverse employment base will grow by more than 47 percent between 1995 and 2005, with the majority of growth in the retail, service, and government sectors.

Housing Stock Characteristics

- A high rate of new home construction is anticipated due to the many approved master planned communities in the City.
- Reinvestment in the well-established neighborhoods of Western Chula Vista continues to be needed.
- Approximately 13,000 units will be 50 years or older by 2004.
- A home ownership rate of 53 percent is nearly the same as the region's rate of 54 percent.
- The very low rental vacancy rate of 1.1 percent indicates likely increased housing costs and greater likelihood of over-crowding.
- The median housing cost (resale) of \$177,000 is \$18,500 less than the region's median cost of \$195,500.
- Average rents are 10 percent to 30 percent lower than the region wide average rents.

Assisted Housing Units at Risk of Converting to Market Rate Units

- Two projects have at-risk units that were created through the density bonus program. These 41 units could be converted to market rate units in 2000 and 2008.

Goals and Policies

The primary goal of the City is to ensure that decent, safe housing is available at an affordable cost. The priority is the provision of housing for families, particularly large families, of all income levels.

- Goal 1. Conserve Existing Affordable Housing Opportunities
- Goal 2. Maintain and Enhance the Quality of Residential Neighborhoods in Chula Vista
- Goal 3. Ensure That an Adequate and Diverse Housing Supply Is Available to Meet the City's Existing and Future Needs.
- Goal 4. Increase Home Ownership Opportunities for Low- and Moderate-income Households

- Goal 5. Enable Homeless Individuals and Families to Find Permanent Housing
- Goal 6. Encourage Energy and Waste Conservation as an Integral Part of Homes
- Goal 7. Promote Equal Opportunity for All Residents to Reside in Housing of Their Choice
- Goal 8. Reduction And/or Removal to the Greatest Extent Possible of Identified Constraints to the Development, Maintenance, and Improvement of Housing

Each of these goals has a set of policies and programs, which include objectives for the 1999-2004 Housing Element cycle, as summarized in the table below and as more specifically set forth in Section V.

TABLE 1: 1999-2004 QUANTIFIED OBJECTIVES

Description	Households Assisted
Preserve At-Risk	41
SF/MH Rehabilitation	250
Caring Neighbors	500
Rental Rehabilitation	120
Christmas in October	25
Affordable Housing Program – Low Income	460
Affordable Housing Program – Moderate Income	470
State Density Bonus	10
Mixed Use Developments	100
Shared Housing	350
First Time Home Buyer – Aff Hsg Program	130
Mortgage Credit Certificate	25
Transitional Housing	10
Fair Housing Assistance	150
Total	2,641

The City has two sets of numerical housing goals established by SANDAG, which are also addressed in the Housing Element; the City's share of the region's future housing needs (regional share goals) and the affordable housing goal for self-certification. The total regional share goal is 10,401 new housing units and the estimated total affordable housing opportunities for self-certification in 2004 is 1,029. Both of these totals are divided into income categories which are explained in this Housing Element.

The City of Chula Vista is eligible to self-certify this Housing Element update in 1999 because it created 1,796 affordable housing opportunities between 1991-1999. This means that when the City Council adopts the final Housing Element, including a resolution that makes the “self-certification findings,” the Housing Element update process is completed. The Housing Element is not sent to the State Housing and Community Development Department for certification (approval).